

Preparations

December 2003

first contact regarding a Korean event in Hamburg between Mr. Uwe Ram, Senatskanzlei (SK) and Mr. Michael Wendt at a reception of the Finish Consul General after the successful FinnFest 2003 on the Hamburg City Hall Market

1. Quarter of 2004

briefings, negotiations and discussions with the SK about the Korea Festival in Hamburg. Mr. Wendt suggests to integrate the event into the 816th, HAMBURG HARBOR BIRTHDAY to attain the public relations and get the many thousand visitors. Acceptance of the SK and signing of the contract.

June 2004

Mr. Wendt forms presentation and presents it together with Staatsrat Stuth and Mr. Ram in the Korean Embassy in Berlin
Mr. Wendt's first presentation to Mr. Lee, Won-Woo, Hanjin Shipping Co.
Mr. Lee shows interest to assist the KoreaFestival. Mr. Wendt offers Hanjin Shipping a VIP-event to Hanjin Shipping.
First contact to KOTRA Hamburg, Mr. Rah, Youn Soo. Mr. Rah and KOTRA became one of the most important partners for the Korea Festival

After summer 2004

different presentations to "Koreans in Hamburg" including two "Senates-Breakfasts" with different Korean partners.

November 19th, 2004

presentation of the Korea Festival to the directors of the Korean companies in Germany – together with Mr. Stefan Herms – in the Samsung Headquarter in Schwallbach near Frankfurt

December 10th, 2004

Mr. Wendt receives the list of attending persons with contacts.
Afterwards several emails to all listed companies with special detailed offers – no reply at all

December 27, 2004 to end of January 2005

contacting all companies again by phone and email.
Positive answer by KIA Motors – starting negotiations with KIA Motors in Bremen
Two visits of Mr. Sun Kiu Kim of the Korean Embassy in Berlin to Hamburg

January – February 2005

Mrs. and Mr. Wendt travel to Korea to present the Korea Festival - Talks with many people in Busan City and Seoul. Contact to Mrs. Jung-Soon Kim, Honorary Consulate of the Federal Republic of Germany and Busan Metropolitan Authorities, Busan Metropolitan Culture Center, people from BEXCO, KOTRA and designers.
In Seoul meeting with the German Ambassador and the Goethe Institute.
Decision to present the Goethe-Institute in Seoul and Hamburg on the Festival.
After return proposal of Mrs. and Mr. Wendt to make the Busan-performance happen in Hamburg
Decision of Mr. Clapham to finance the venue, CCH Saal 2, and take over additional costs
Introduction of Mrs. Charlotte Brinkmann to organize this event in Hamburg.

Preparations II

Various successful meetings and talks with Okhoa Meyer- von der Twer and the Korean Federation in Hamburg, the Korean restaurant owners in Hamburg, (idea and decision to form a partnership with 8 restaurants and combine all food stands under one roof), construct the German-Korean performances on stage

In the meantime, the Korean partners from Busan contacted all parties, the Embassy, Kotra Hamburg, Kim Okhoa and EwendtS.

March, 2005

Pre-visit of the Busan delegation in Hamburg headed by Mr. Ahn from Busan .During this visit Mr. Rah. Mr. Ahn and Mr. Wendt successfully solved the misunderstandings because of different expectations from both sides.

During this visit meeting with Mr. Ahn, Il-Jong from Busan, Mr. Rah and Mr. Wendt with Mr. Herms and Mrs. Dr. Max to formulate the "joint declaration" and to prepare the first steps for the visit of Mr. Nam-Sik Hur, the Lord Mayor from Busan to Hamburg during the Korea Festival.

Afterwards

detailed preparations of the events within the Korea Days in Hamburg with daily meetings and phone talks of all involved persons – integration of the Mayor's visit into the 816th, HAMBURG HARBOR BIRTHDAY and the Korea Festival.

Dates

Monday, May 2nd, 2005

Korea Reception

Organizer: HWF and (DKG) German Korean Society e.V.

Hammonia Ruderclub Hamburg

The "Opening of the Korea days" in a harmonic "Hamburg" atmosphere

Wednesday May 4th, 2005

Korea Business Day

Organizer: Chamber of Commerce + OAV in co-operation with HWF + KOTRA

Chamber of Commerce in Hamburg

Very successful presentation of Korean business to German business people.

Wednesday May 4th, 2005

Performance of the Busan Metropolitan Dance Troupe

CCH Saal 2

The Saal 2 was nearly sold out with 1.500 spectators – standing ovations after a brilliant and stunning performance – Korean Culture at its best!

Thursday, May 5th, 2005

Opening of the 816th, HAMBURG HARBOUR BIRTHDAY

St. Michel's Church and Rickmer Rickmers

With Senator Gunnar Uldall – Senator of Economy of the Free and Hanseatic City of Hamburg

Thursday, May 5th, 2005

Korea Parade from Rickmer Rickmers to Kehrwiederspitze

With 350 Koreans and thousands of Hamburg spectators through more than 10.000 visitors of the HAMBUR HARBOR BIRTHDAY

Thursday, May 5th, 2005

Official Opening of the Korea Festival on the Kehrwiederspitze

Mayor of Busan, Mr. Nam-Sik Hur

Korean Ambassador in Germany H.E. Dr. Youngmin Kwon

Senator Dr. Wolfgang Peiner (Minister of Finances of the Free and Hanseatic City of Hamburg)

Mr. Michel Wendt – organizer

Thursday, May 5th, 2005 to Sunday; May 8th, 2005

successful running of the Korea Festival in Hamburg

Participating Partners

- **Korea National Tourism Corporation (KNTC)**
Offering interesting tourist-information about Korea
- **KATIC NL for KFMC, Seoul**
Korean AGRO products as Korean pears and Ginseng
- **Hamburg-Korean restaurant with 5 food stands**
- **Koreanischer Verein in Hamburg e.V. / Korean federation in Hamburg**
Information about Koreans living in Hamburg
- **University Hamburg**
Africa - Asia Institute
Koreanistic
Information about learning and studying Korean language
- **Goethe Institute Seoul and Hamburg**
Information about German culture in Korea and world wide
- **Task Force for the Guest of Honour at the Frankfurt Book Fair 2005**
Reading of famous young Korean authors
- **KIA Motors Germany**
Hamburg-Premiere of the new KIA car "RIO" and presentation of excellent KIA cars, products from Korea.
- **Korea Stage**
With many and various performances of
 - Anseong Namsadang Performance Group
 - Busan Metropolitan Dance Company
 - Choi Trio, Korean children from Lubeck
 - German-Korean violin players
 - Korean Women Choir in Hamburg
 - Magician Show of Kim & Sedat
 - Sportstudios Chon Jie In Haus, Hwarang & So-San - presenting outstanding Korean sport in Hamburg
- **Two beer stands**
selling Korean (Hite & OB) and German beers plus cold and hot drinks
 - Gröninger Beerstand
 - House of 131 beers
- **Children's trampoline - bungee hopping** (German company)

- **VIP-Receptions and events**
Two outstanding Korean maritime companies rented the "Very tip of the Kehrwiederspitze" for guests and VIP receptions and parties:
 - Hanjin Shipping Company with about 500 guests on Sunday, May 8th, 2005 – the outgoing PARADE
 - Hyundai Merchant Marine with about 180 guests on Saturday, May 7th, 2005 – the FireworksBoth companies were very happy with the events and success
- **Visitors** – about **200.000** in four days
- **PR-Releases** all newspapers mentioned the Korea Festival
The Hamburger Abendblatt and the "Bild Zeitung" expressed the Korea Festival as one of the highlights of the 816th, HAMBURG HARBORFESTIVAL
The "Hamburger Morgenpost" did a two pages feature about Mr. Kim from Anseong
- **TV-coverage** – the Korea Festival was broadcasted twice by the regional German TV station NDR
- **Senator Visit**
Senator Gunnar Uldall (Hamburg Minister of Economics and Business) visited the Korea Festival personally during the walking-tour on Saturday, May 7th, 2005

Ø Resumee

The Korea Festival 2005 was a big success!

- The visit of the Mayor of Busan impressed our Korean partners very much indeed. "Hamburg" was a big success.
- All partners of the Korea Festival were very happy and content indeed and presented the country of Korea, their services and products and/or their presentations to a very interested high numerous audience.
- The event was totally different from other activities on the 816th, HAMBURG HARBOR FESTIVAL and therefore a great attraction towards the guest because of this difference. The many visitors seemed to enjoy the information and presentation received.
- The performances on the Korea Stage were cultural outstanding and of excellent high quality, as all activities have been performed in a very high standard manner: the young and very skilful musicians, the sport-students, the woman choir and above all of them the most excellent and fantastic performances of the professional artists from Anseong and Busan city.
- It could not be a better demonstration of the high culture of our partner land Korea.

Special thanks¹

Anseong Namsadang Performance Group

Mr. Seo, Jun Suk
Mr. Jin, Kwang Been
Oh, Se Man
Mr. Kim, Duk Hwan
and all the excellent performers

Manager
Official Anseong City Representative
Leader of Anseong Dance Group
Co-ordinator and translator "Anseong"

Behörde für Wirtschaft und Arbeit

Mr. Torsten Berens
Mr. Carsten Schmidt
Mr. Stefan Kraxner
and the team

Busan Official Delegation

Mr. Hur, Nam-Sik
Mr. Jeon, Bou-guam
Mr. Kim, Jong-hae
Mr. Kim, Hyung -yang
Mr. Ahn, Jong-il
Mr. Park, Hong-jae
Mr. Kim, Chung-il
Mr. Wang, Sang-eun

Lord Mayor
Ambassador for International Relations
Director General for Culture and Tourism
Director General for Port & Fisheries
Deputy Director for International Affairs
Councilman, Planning & Finance Committee
Councilman, Urban & Port Committee
Chairman of Busan Sister City Committees &
President of Hyupsung Marine Company
Busan Prot Authorities - Manager of Marketing

Mr. Kang, Boo-won

Busan Metropolitan Performance Troupe

Mr. Cho, Hyun Uk
Mr. Hong, Gi-Tae
Mrs. Park So Yoon
and all the excellent performers

Director General
Choreographer
Manager

Busan Tourist Office

Mr. Kim, Gu-Han
Mr. Choi, Hak-Dae

Assistant Director

Chamber of Commerce

Dr. Karl-Joachim Dreyer
Mr. Heinz Werner Dickmann
and the team

President of the Hamburg Chamber of Commerce

German Embassy in Seoul, Korea

Dr. Michael Geier
Dr. Claus Auer
Mrs. Kim, Jung-Soon

Ambassador
Deputy Head of Mission
Honorary Consul in Busan

German-Korean Society

Dr. Jürgen Tietjen
Mr. Bernd Riegerl

President
Hamburg Business Development

¹ In alphabetical order

Goethe Institute e.V.

Dr. Uwe Schmelter
and his Seoul-Team
Director in Seoul
Mrs. Anita Stapel
Director in Hamburg
Mrs. Maite Bäuerle
Mrs. Robert
Mrs. Gehrckens
Mrs. Rahe
and the Hamburg-Team

Gröninger Brewery and Catering

Mr. Jens Stacklies
Mrs. Büttenbender

Hamburg Messe und Congress GmbH

Mrs. Sonja Tegtmeier
Hamburg Messe
Mrs. Imke Michaelis
Mr. Frank Buman
Mrs. Diana Canos-Balhar
and the whole HM-team
Mr. Matthias Rieger
Congress Center Hamburg
Mr. Philip Sanders
and the whole CCH-team

Hanjin Shipping Europe Regional Headquarters

Mr. Lee, Won-Woo
Managing Director Europe
Dr. Lee, Don-Ho
Mr. Park, J.S.
Mr. Steven Ha
and the Hanjin team

Hyundai Merchant Marine Deutschland GmbH

Mr. Lee, Seock Dong
Managing Director Germany
Mr. Zobel
and the HMM team

KATIC in the Netherlands

Korean Agricultural & Fishery Marketing Corporation

Mr. Kim, Dong-Mook
Managing Director
Mr. Paul H.G. Shin

KIA Motors Deutschland GmbH

Mr. Woo, Kyung Ho
President
Mr. Park, Young Keun
Mr. Jürgen Sans
Mr. Jörn-Holger Wittenberg
and the KIA-Team from Bremen
The KIA dealers in Hamburg

KNTC

Korean National Tourist Corporation

Mr. Choi, K.Y.
Director
Mr. Kim, Dae-Hyun
Asia Travel Hamburg

OAV - Ostasien Verein in Hamburg

East Asia Federation of Hamburg

Dr. Eckehard Rohkamp Chairman
Mrs. Monika Stärker
Mrs. Ruth Schneider

Personally

Kim & Sedat Magicians
Mrs. Hong, Sungsook Interpreter
Mr. Lutz Jaffé Photographer
Mr. Patrick Piel Photographer

Police Department of Hamburg

Verkehrsstaffel Mitte

Ratsweinkeller Hamburg

Mr. Urmersbach Director
Mr. Schmidt

Senate of the Free and Hanseatic City of Hamburg

Dr. Wolfgang Peiner Senator of Finances
Mr. Gunnar Ulldal Senator of Economics
Mr. Gunther Bonz Staatsrat – Department for Economics and Labour
Dr. Roland Salchow Staatsrat – Department for Science and Health
Mr. Reinhard Stuth Staatsrat – External Affairs

Senates Chancellery Hamburg - International Relations

Mr. Stefan Herms
Mr. Uwe Ram
Mrs. Dr. Cornelia Max
and the team

Senates Chancellery Hamburg - Protocol

Mrs. Beate Gröblichhoff
Mrs. Susanne Kröger
and the whole team

Senates Chancellery Hamburg - Staatliche Pressestelle

Dr. Anette Busse
Mrs. Eva Henkel

Technics

Blue Noise GmbH
Mr. Stefan Mahn and the team
"Jens"
eXtra – Verleih
Mr. Rolf Paulsen and the team
Otto Busch
Mr. Peter Reuter and the team

University of Hamburg

African-Asian Institute - Koreanistic

Prof. Dr. Werner Sasse
Mrs. Prof. Dr. An, Jung-Hae
and the students

Organization

EwendtS – Wendt GmbH Hamburg

Mrs. Anja Wendt
Mrs. Christa Wendt
Mr. Philip Wendt
Mr. Max Henker
Mr. Michael Wendt